Turning customer reviews into revenue: Flow partners with Hellopeter

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"Anything a consumer says online has a far-reaching impact," says Alan Rom, CEO of Hellopeter. According to research (https://www.pissedconsumer.com/blog/wp-content/uploads/pdfs/16702.pdf), 75,5% of customers trust online reviews and 89% feel that after reading a negative review they would second guess a potential purchase.

Customer reviews are pivotal in forging significant trust and loyalty for a brand – two of the most important business investments. When it comes to making a purchase, customers want to know they will receive a great investment. In fact, Statista (https://www.statista.com/statistics/1020836/share-of-shoppers-reading-reviews-before-purchase/) says 70% of consumers will read up to six reviews before deciding to purchase a product or service. Additionally, authentic customer reviews accumulate 19% more trust.

So, How Do You Turn Reviews Into Revenue?

Trust and loyalty for your product or service is built through consistent customer relationships, meaningful interactions and customer spend. When a customer advocates for your brand online, you have deeper insights into customer preferences, customer satisfaction and a brand's areas of improvement.

Customer reviews enable marketers and brands to adjust accordingly in order to drive sales and customer loyalty. But what if there was more value than that? Imagine accessing hyper-targeted and high-intent audiences who regularly read reviews, comparisons and insights before purchasing a product or service? After all, reading reviews is usually the step before a customer pulls the trigger and invests.

Flow partners with Hellopeter

"Through our collaboration with Hellopeter (https://www.hellopeter.com/), brands can now access a hyper-targeted audience of customers at their highest point of intent," says Gil Sperling, Flow Co-founder and Co-CEO.

These audiences can be precisely tailored to your marketing objectives and can boost performance, with ten times the average Click Through Rate and a 50% or more increase in conversion rates. Flow's first party data audience offering is helping brands and marketers reach Hellopeter's more than one million monthly users who span across multiple industries including retail, automotive, banking, business services, travel, tech and more.

"At Hellopeter, we want to be known more for being a brand that helps both South African consumers and businesses. After all, we are South Africa's number one online review platform, and that's very powerful from a revenue perspective if used correctly. This partnership with Flow will further bolster this impact in helping businesses grow," says Rom.

Reaching your ideal audience with first-party data

First-party data audiences provide a clear-cut omnichannel marketing solution into long term and fruitful relationships with your ideal audience. This highly competitive advantage sidesteps media wastage by targeting the right audience at the right time, and can deepen the customer lifetime value for your brand.

"Our collaboration unlocks a truly unique audience. Our first-party data audiences curated with partners such as Hellopeter combine to give you a POPIA-compliant audience of buyers who are driven by intent. They're ready to spend, and they're making decisions based on authentic reviews," explains Flow Co-founder and Co-CEO, Daniel Levy.

How to build your first-party data audience

To start using first-party data in highly targeted marketing campaigns, start by determining your ideal audience. Flow will then create your campaign-specific audience segment that is aligned with your strategy and share the audience segment with you. This can be used in existing Google, Facebook, Instagram and even TikTok campaigns.

Our online Audience Calculator (https://bit.ly/3LyQ6Tk) is a highly useful tool for viewing upfront reach and cost estimates that are vital in the campaign planning process. Flow is also able to assist and fully manage the entire process for you. Contact us today (https://flowplatform.com/#popup-menu-anchor) to discover how Flow Data can help you receive a higher return on ad spend with a competitive advantage your campaigns need to thrive.

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